



Eva Leemet, CEO of Creative Estonia  
Tartu, 03.October 2013



A movie poster for 'Harry Potter and the Order of the Phoenix'. The background is dark with a stormy, cloudy sky. In the foreground, three characters are shown from the chest up, looking intensely at the viewer. On the left is Ron Weasley with his red hair, wearing a dark green robe with a red sash, holding a wand. In the center is Hermione Granger with her brown hair, also in a dark green robe, holding a wand. On the right is Harry Potter with his black hair and round glasses, wearing a dark green robe, holding a wand. The title 'OUR STORY' is written in large, bold, yellow capital letters across the middle of the image.

# OUR STORY

Harry Potter  
AND THE  
ORDER  
OF THE PHOENIX

2009

# How we started?

## **Weakness of support systems**

- No intermediaries
- Scarce access to funding
- No risk capital
- Project-based operation
- Complexity of funds application

## **Weak cooperation**

- Fields of creative industry not organized
- Creative industries not coherent with other sectors
- Engagement of creatives very low

## **Zero-awareness**

- Creatives not aware of support structures
- Industry and service sectors not aware of products by artists
- Not recognized as priority by public sector

# CREATIVE ESTONIA

## EXPLAINS

the essence and importance of creative industries to all interested

## SHARES

information and support material about starting a creative  
business

## TEACHES

by organising various events and seminars and online-consultations

## INSPIRES

by introducing best practices from Estonia and abroad

## BUILDS

Web portal for creative entrepreneurs and provides a place to introduce  
their activities and sell their products

# Principal operations

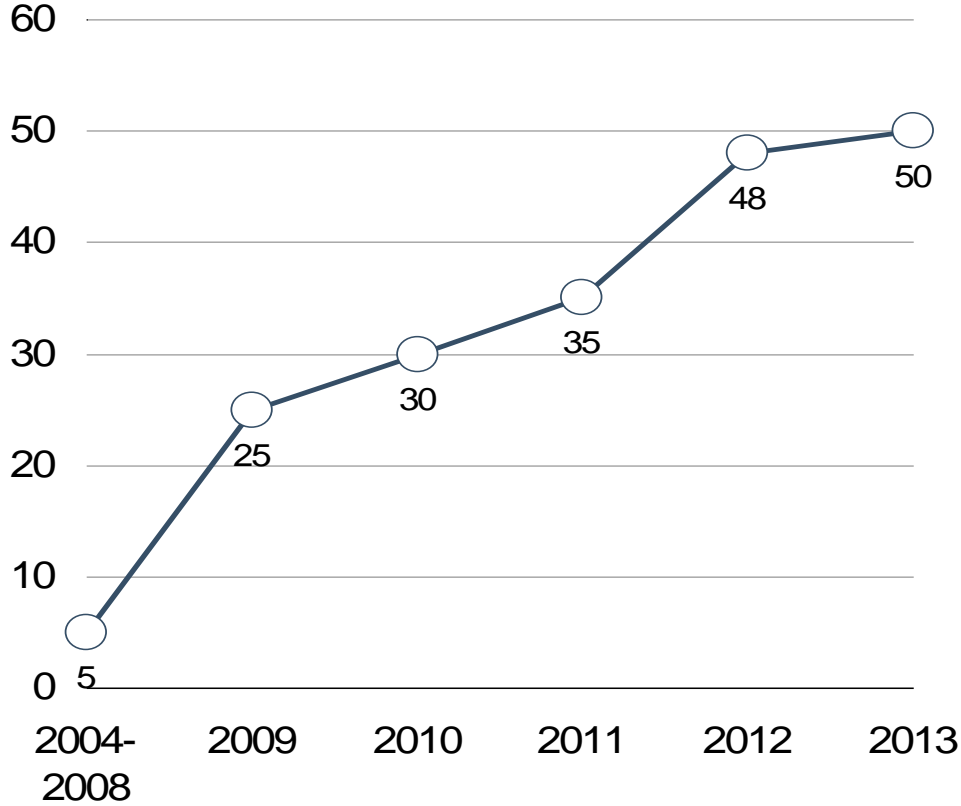
**1. Communication**

**2. Web-based services**

**3. Events and trainings**

**WHAT HAS CHANGED SINCE?**

# Media coverage per month



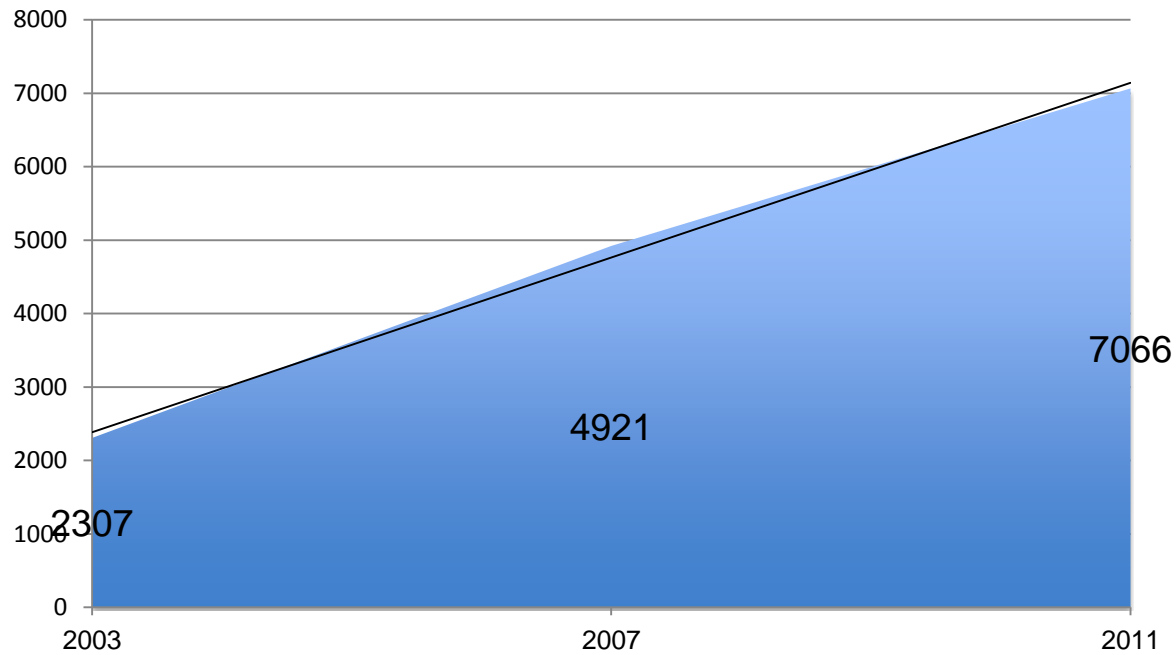
50



# CI growth trend

## CI institutions incl enterprises

*Source : Estonian Institute of Economic Research*



# Key learnings

Creative Estonia is not a campaign

Less talk, more action

All target groups addressed, but  
mostly creative ones

New channels of communication

Examples, examples, examples

All regions matter

Web-based services

We have started off well,  
Accomplished a lot,  
Gone through positive changes,  
Been recognized,

**But creative economy is not yet completed,**

New events are expected,  
Further communication is needed,  
And actions to be continued....

We do thank you!

more information:  
[eva@looveesti.ee](mailto:eva@looveesti.ee)